

In the Claims:

1. (Original) A method comprising:
encoding a collectible article with a unique indicia;
selling the encoded article to a collector;
receiving an electronic communication when the collector presents the encoded article to an optical sensor;
serving to the collector a web page permitting the collector to register the article as belonging to that collector;
collecting registration data from the collector; and
storing the registration data.
2. (Original) A method of marking product packaging, comprising:
printing on the packaging using a first, visible ink;
printing over at least some of said first ink using a second ink, said second ink fluorescing when exposed to ultraviolet light;
wherein said second ink is printed in a pattern encoding first digital data.
3. (Original) The method of claim 2 wherein the second ink is printed in a pattern encoding a digital watermark.
4. (Original) The method of claim 2 wherein the first, visible, ink forms artwork having second digital data steganographically encoded therein.
5. (Original) The method of claim 3 in which the second digital data is different than the first digital data.
6. (Original) The method of claim 2 in which the printing with the first ink includes depositing a flood of black ink.
7. (Original) A photolithography method of shaping an article, comprising exposing a photosensitive material on said article in accordance with a pattern, and

thereafter developing the exposed material and chemically removing portions therefrom in accordance with the pattern, wherein said pattern steganographically encodes plural bit digital data.

8. (Original) In a method of processing paper, an improvement comprising forming along only margins thereof a pattern, said pattern conveying a steganographic orientation signal.

9. (Original) A method of verifying a credit card transaction, comprising:
sensing a credit card presented to an optical sensor device by a user, the sensor device yielding card image data;
decoding a digital watermark from the card image data to aid in confirming physical possession of said card by the user;
using the same optical sensor device to capture an image of the user's face; and
storing said facial image for fraud deterrence purposes.

10. (Original) The method of claim 9 that includes providing an incentive to users as a reward for employing the method.

11. (Original) A method of software licensing, including:
sensing a digital watermark from a talisman presented to an optical sensor device by a user, the sensor device yielding image data; and
using data associated with the digital watermark in enabling the software for use on a user computer.

12. (Original) A method of processing a magnetic stripe used on a card substrate, comprising slightly changing localized magnetic signals thereon, said slight changes encoding digital data apart from digital data encoded on the magnetic stripe in a conventional fashion.

13. (Original) A method comprising printing a pattern on a printed circuit board, the pattern encoding digital watermark data representing information useful in circuit board assembly or testing.

14. (Original) A roadside sign have both an overt, visible, message and a covert, steganographic message, formed thereon.

15. (Original) A method of checking a garment for authenticity, comprising decoding steganographically encoded data from a garment hang tag, and checking said data against reference data.

16. (Original) An article having a feature therein encoding digital data, said feature becoming exposed only through use.

17. (Original) A method of rendering a video, comprising decoding a watermark encoded in the video, and using data conveyed by the watermark to enhance fidelity of the rendered video.

18. (New) A method, employing an image sensor apparatus, and a separate portable device with a display screen, comprising using the image sensor apparatus to capture a representation of a graphic presented on the display screen of the portable device, and decoding said captured representation to obtain plural-bit data steganographically encoded in said graphic.

19. (New) The method of claim 18 wherein the graphic comprises an image of a person.

20. (New) The method of claim 19 wherein the graphic comprises an image of a proprietor of the portable device.

21. (New) The method of claim 18 wherein the screen of the portable device is also used to display the current time.

22. (New) The method of claim 21 wherein the portable device is a wristwatch.

23. (New) The method of claim 18 wherein the portable device is a PDA.

24. (New) A method, employing an image sensor apparatus, and a separate portable device with a display screen, comprising using the image sensor apparatus to capture a representation of a graphic presented on the display screen of the portable device, the graphic including a depiction of a proprietor of the portable device, and decoding plural-bit machine readable information also represented on the display screen.

25. (New) A method of conveying plural bit information to a first device from a second, portable device, comprising:

receiving a steganographically encoded graphic, said steganographic encoding representing plural bit information;

displaying said encoded graphic on an electronic display screen of the second device; and

presenting said display screen to the first device for optical capture.

26. (New) The method of claim 25 that includes generating optical capture data in the first device, and decoding the plural bit information therefrom.

27. (New) The method of claim 25, wherein the graphic comprises an image of a proprietor of the second device.